CLAIM AMENDMENTS

1   Claims 1-24 (Cancelled).

1   25.   (New) A method for generating web pages, comprising:

2   receiving a request for a requested web page;

3   in response to said request, retrieving a preconstructed web page that corresponds to

4   said request for said requested web page, wherein:

5   said preconstructed web page was created prior to receiving said request,

6   said preconstructed web page is written in a tag-delimited page description

7   language, and

8   said preconstructed web page includes an identifier that is located at a position

9   between a pair of tags within said preconstructed web page;

10   in response to said request, modifying said preconstructed web page to produce said

11   requested web page by causing a program to perform the steps of:

12   removing said identifier from said preconstructed web page, and

13   inserting replacement content at said position in said preconstructed web page;

14   providing said requested web page in response to said request.

1   26.   (New) The method as recited in Claim 25, wherein removing said identifier and

2   inserting said replacement content further includes substituting replacement text for

3   said identifier in said preconstructed web page.

1   27.   (New) The method as recited in Claim 25, wherein:

2   said identifier is a first identifier and said position is a first position;

3   said preconstructed web page includes a second identifier that is located at a second

4   position between another pair of tags within said preconstructed web page; and

5   said preconstructed web page includes first code that corresponds to a first display

6   region that includes said first identifier and second code that corresponds to a

7   second display region that includes said second identifier; and

8 modifying said preconstructed web page to produce said requested web page further

9 comprises causing said program to arrange said first code that corresponds to

10 said first display region and said second code that corresponds to said second

11 display region in said requested web page based on an ordering of said first

12 position and said second position in said preconstructed web page.

1 28. (New) The method as recited in Claim 25, wherein:

2 said program is a first program, said identifier is a first identifier, and said position is a

3 first position;

4 said preconstructed web page includes a second identifier that is located at a second

5 position between another pair of tags within said preconstructed web page; and

6 said preconstructed web page includes first code that corresponds to a first display

7 region that includes said first identifier and second code that corresponds to a

8 second display region that includes said second identifier;

9 modifying said preconstructed web page to produce said requested web page further

10 comprises causing said program to arrange said first code that corresponds to

11 said first display region and said second code that corresponds to said second

12 display region in said requested web page based on an ordering specified by a

13 second program.

1 29. (New) The method as recited in Claim 25, wherein:

2 said identifier is a marker;

3 said position is a relative position;

4 said preconstructed web page is a template;

5 said replacement content is dynamic content; and

6 said tag-delimited page description language is selected from the group consisting of

7 hypertext markup language (HTML) and extended markup language (XML).

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1   30.   (New) The method as recited in Claim 25, further comprising:

2   parsing said preconstructed web page to generate a hierarchical representation of said

3   preconstructed web page, wherein said hierarchical representation is based on a

4   structure of said preconstructed web page; and

5   based on said hierarchical representation, processing said preconstructed web page to

6   locate said identifier.

1   31.   (New) The method as recited in Claim 25, wherein:

2   said preconstructed web page defines a plurality of display regions; and

3   code that corresponds to one display region of said plurality of display regions

4   includes said identifier.

1   32.   (New) The method as recited in Claim 31, wherein:

2   said identifier is a first identifier, said position is a first position, and said code that

3   corresponds to one display region is first code that corresponds to a first

4   display region;

5   said preconstructed web page includes said first code that corresponds to said first

6   display region that includes said first identifier;

7   said preconstructed web page includes second code that corresponds to a second

8   display region that includes a second identifier that is located at a second

9   position between another pair of tags within said preconstructed web page;

10   said preconstructed web page includes third code that corresponds to a third display

11   region that includes no identifiers;

12   the method further comprises:

13   including said first code that corresponds to said first display region in said

14   requested web page because said replacement content replaces said first

15   identifier;

16   not including said second code that corresponds to said second display region

17   in said requested web page because no replacement content replaces

18   said second identifier; and

19   including said third code that corresponds to said third display region in said

20   requested web page because said third code includes no identifiers.

1   33.   (New) The method as recited in Claim 25, wherein:

2   said program is a hypertext template engine; and

3   a controller program performs the step of modifying said preconstructed web page to

4   produce said requested web page by causing said hypertext template engine to

5   perform the steps of removing and inserting.

1   34.   (New) The method of Claim 33, wherein said controller program modifying said

2   preconstructed web page to produce said requested web page by causing said hypertext

3   template engine to perform the steps of removing and inserting further comprises:

4   said controller program making a substitution call to said hypertext template engine,

5   wherein said substitution call specifies said identifier and said replacement

6   content.

1   35.   (New) The method as recited in Claim 25, wherein:

2   said identifier is a first identifier, said position is a first position, and said replacement

3   content is first replacement content;

4   said preconstructed web page includes a second identifier that is located at a second

5   position between another pair of tags within said preconstructed web page; and

6   modifying said preconstructed web page to produce said requested web page further

7   comprises causing said program to substitute second replacement content for

8   said second identifier in said preconstructed web page.

1   36.   (New) The method as recited in Claim 25, wherein:

2   said identifier is a first occurrence of said identifier;

3   said position is a first position;

4   said preconstructed web page includes a second occurrence of said identifier that is

5   located at a second position between another pair of tags within said

6   preconstructed web page; and

7 modifying said preconstructed web page to produce said requested web page further

8   comprises causing said program to perform the steps of:

9   removing said second occurrence of said identifier from said preconstructed

10   web page, and

11   inserting said replacement content at said second position in said

12   preconstructed web page.

1 37. (New) A computer-readable medium for generating web pages, the computer-readable

2   medium carrying instructions which, when executed by one or more processors, cause

3   performance of the steps of:

4   receiving a request for a requested web page;

5   in response to said request, retrieving a preconstructed web page that corresponds to

6   said request for said requested web page, wherein:

7   said preconstructed web page was created prior to receiving said request,

8   said preconstructed web page is written in a tag-delimited page description

9   language, and

10   said preconstructed web page includes an identifier that is located at a position

11   between a pair of tags within said preconstructed web page;

12   in response to said request, modifying said preconstructed web page to produce said

13   requested web page by causing a program to perform the steps of:

14   removing said identifier from said preconstructed web page, and

15   inserting replacement content at said position in said preconstructed web page;

16   providing said requested web page in response to said request.

1 38. (New) The computer-readable medium as recited in Claim 37, wherein the

2   instructions for removing said identifier and inserting said replacement content further

3   comprise instructions which, when executed by the one or more processors, cause

4   performance of the step of substituting replacement text for said identifier in said

5   preconstructed web page.

1   39.   (New) The computer-readable medium as recited in Claim 37, wherein:

2   said identifier is a first identifier and said position is a first position;

3   said preconstructed web page includes a second identifier that is located at a second

4   position between another pair of tags within said preconstructed web page; and

5   said preconstructed web page includes first code that corresponds to a first display

6   region that includes said first identifier and second code that corresponds to a

7   second display region that includes said second identifier; and

8   the instructions for modifying said preconstructed web page to produce said requested

9   web page further comprise instructions which, when executed by the one or

10   more processors, cause performance of the step of causing said program to

11   arrange said first code that corresponds to said first display region and said

12   second code that corresponds to said second display region in said requested

13   web page based on an ordering of said first position and said second position in

14   said preconstructed web page.

1   40.   (New) The computer-readable medium as recited in Claim 37, wherein:

2   said program is a first program, said identifier is a first identifier, and said position is a

3   first position;

4   said preconstructed web page includes a second identifier that is located at a second

5   position between another pair of tags within said preconstructed web page; and

6   said preconstructed web page includes first code that corresponds to a first display

7   region that includes said first identifier and second code that corresponds to a

8   second display region that includes said second identifier;

9   the instructions for modifying said preconstructed web page to produce said requested

10   web page further comprise instructions which, when executed by the one or

11   more processors, cause performance of the step of causing said program to

12   arrange said first code that corresponds to said first display region and said

13   second code that corresponds to said second display region in said requested

14   web page based on an ordering specified by a second program.

1   41.   (New) The computer-readable medium as recited in Claim 37, wherein:

2   said identifier is a marker;

3   said position is a relative position;

4   said preconstructed web page is a template;

5   said replacement content is dynamic content; and

6   said tag-delimited page description language is selected from the group consisting of

7   hypertext markup language (HTML) and extended markup language (XML).

1   42.   (New) The computer-readable medium as recited in Claim 37, further comprising

2   instructions which, when executed by the one or more processors, cause performance

3   of the steps of:

4   parsing said preconstructed web page to generate a hierarchical representation of said

5   preconstructed web page, wherein said hierarchical representation is based on a

6   structure of said preconstructed web page; and

7   based on said hierarchical representation, processing said preconstructed web page to

8   locate said identifier.

1   43.   (New) The computer-readable medium as recited in Claim 37, wherein:

2   said preconstructed web page defines a plurality of display regions; and

3   code that corresponds to one display region of said plurality of display regions

4   includes said identifier.

1   44.   (New) The computer-readable medium as recited in Claim 43, wherein:

2   said identifier is a first identifier, said position is a first position, and said code that

3   corresponds to one display region is first code that corresponds to a first

4   display region;

5   said preconstructed web page includes said first code that corresponds to said first

6   display region that includes said first identifier;

7   said preconstructed web page includes second code that corresponds to a second

8   display region that includes a second identifier that is located at a second

9   position between another pair of tags within said preconstructed web page;

10   said preconstructed web page includes third code that corresponds to a third display

11   region that includes no identifiers;

12   the computer-readable medium further comprises instructions which, when executed

13   by the one or more processors, cause performance of the steps of:

14   including said first code that corresponds to said first display region in said

15   requested web page because said replacement content replaces said first

16   identifier;

17   not including said second code that corresponds to said second display region

18   in said requested web page because no replacement content replaces

19   said second identifier; and

20   including said third code that corresponds to said third display region in said

21   requested web page because said third code includes no identifiers.

1   45. (New) The computer-readable medium as recited in Claim 37, wherein:

2   said program is a hypertext template engine; and

3   a controller program performs the step of modifying said preconstructed web page to

4   produce said requested web page by causing said hypertext template engine to

5   perform the steps of removing and inserting.

1   46. (New) The computer-readable medium of Claim 45, wherein the instructions for said

2   controller program modifying said preconstructed web page to produce said requested

3   web page by causing said hypertext template engine to perform the steps of removing

4   and inserting further comprises instructions which, when executed by the one or more

5   processors, cause performance of the steps of:

6   said controller program making a substitution call to said hypertext template engine,

7   wherein said substitution call specifies said identifier and said replacement

8   content.

1 47. (New) The computer-readable medium as recited in Claim 37, wherein:

2 said identifier is a first identifier, said position is a first position, and said replacement

3 content is first replacement content;

4 said preconstructed web page includes a second identifier that is located at a second

5 position between another pair of tags within said preconstructed web page; and

6 the instructions for modifying said preconstructed web page to produce said requested

7 web page further comprise instructions which, when executed by the one or

8 more processors, cause performance of the step of causing said program to

9 substitute second replacement content for said second identifier in said

10 preconstructed web page.

1 48. (New) The computer-readable medium as recited in Claim 37, wherein:

2 said identifier is a first occurrence of said identifier;

3 said position is a first position;

4 said preconstructed web page includes a second occurrence of said identifier that is

5 located at a second position between another pair of tags within said

6 preconstructed web page; and

7 the instructions for modifying said preconstructed web page to produce said requested

8 web page further comprise instructions which, when executed by the one or

9 more processors, cause performance of the step of causing said program to

10 perform the steps of:

11 removing said second occurrence of said identifier from said preconstructed

12 web page, and

13 inserting said replacement content at said second position in said

14 preconstructed web page.

1   49.   (New) A system for generating web pages, comprising:

2   a preconstructed web page that corresponds to a request for a requested web page,

3   wherein said preconstructed web page was created prior to receipt of said

4   request, said preconstructed web page is written in a tag-delimited page

5   description language, said preconstructed web page includes an identifier that

6   is located at a position between a pair of tags within said preconstructed web

7   page, and said preconstructed web page is retrieved in response to said request;

8   a first program; and

9   a second program that, in response to said request, modifies said preconstructed web

10   page to produce said requested web page by causing said first program to

11   remove said identifier from said preconstructed web page and insert

12   replacement content at said position in said preconstructed web page, wherein

13   said requested web page is provided in response to said request.